CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: NEIGHBORHOOD SERVICES
AND EDUCATION COMMITTEE

FROM: Jill Bourne

SUBJECT: **EDUCATION AND DIGITAL**
LITERACY UPDATE

DATE: May 28, 2019

Approved _(signature)_

Date 6-5-2019

COUNCIL DISTRICT: CITYWIDE

RECOMMENDATION

Take the following actions related to the Education and Digital Literacy Strategy Update:

1. Review the implementation of the Education and Digital Literacy Strategy and accept the staff report on completed programs and pilot efforts;
2. Review and provide feedback regarding program plans for Fiscal Year 2019-2020; and
3. Direct staff to return to the Neighborhood Services and Education Committee in 2019-2020 to report on annual progress implementing the Education and Digital Literacy Strategy.

OUTCOME

The Neighborhood Services and Education Committee will be informed and provide feedback to staff about the implementation of the Education and Digital Strategy for all City-sponsored programs. City sponsorship indicates that a program is provided through the operation of City Departments, funding provided to the public by the City, utilization of City assets (facilities, equipment, staffing), or City partnership to promote and implement a program.

BACKGROUND

On May 7, 2018, the City Council unanimously approved the Education & Digital Literacy Strategy, and designated the San José Public Library as lead department, with direction to devise and implement a comprehensive educational policy and workplan for the following educational development areas:

- **Early Education** – Entering School Ready to Learn and Succeed;
- **Learning by Grade Level Proficiency** – Expanding Education Beyond the School Day;

- **Pathways to Post-Academic Success** – Graduating Ready for College and Career; and
- **Digital Literacy** – Ensuring Access, Affordability, and Adoption.
- **Policy and Governance**

Each category in the Education & Digital Literacy Strategy was examined with respect to the following essential factors:

- **The need in San José:** Each strategic area must be analyzed by using local data to identify needs, evaluate potential solutions, and assess outcomes to determine success and make corrections.
- **Coordination and Integration:** Coordinated systems, formalized collaborations, and partnerships are proven to improve access to and increase the quality of educational programs.
- **Standards and Quality Assessment:** Quality standards that take into account differences in program intent and capacity are essential, as are tools for implementing regular assessments of program quality and alignment.
- **Reporting Structure:** Create a governance structure that promotes transparency and accountability.

An action plan in each educational development area was articulated and approved within the Education & Digital Literacy Strategy.[1] Actions reflect the principles of piloting ideas with partners and learning quickly, demonstrating a bias toward action and a commitment to quality assessment, data collection, and analysis of program effectiveness and impact. Finally, all efforts are intentionally learner centered.

ANALYSIS

This memorandum will provide updates on implementation of the Education & Digital Literacy Strategy Action Items that have comprised the first year workplan and plans for fiscal year 2019-2020.

Early Education – Entering School Ready to Learn and Succeed

The first five years provides the foundation for a child's future success in school and life. A child's readiness for school depends on meeting her/his comprehensive needs, including language and literacy, physical motor, social and emotional, and cognitive development. The Education & Digital Literacy Strategy focuses on the need to continue to engage with countywide partners, identify areas of opportunity, and address the lack of affordable, quality preschool sites in San José. Due to the cost and duration associated with expanding licensed facilities and the lack of access to affordable, full-time licensed preschool by families, there is

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[1] The City Council memorandum entitled "Education and Digital Literacy Strategy" is available at:
https://sanjose.legistar.com/View.ashx?M=F&ID=6230942&GUID=42825E92-B0A7-4F2A-9957-B672FE2DBB74

also a need for high-quality license-exempt care options, including family/neighbor home-based care and City-sponsored programs for young children.

Early Education Action Item: *Continue to engage with Santa Clara County Office of Education and the Early Learning Master Plan to identify areas of opportunity to address the lack of affordable, quality preschool sites in San José and return to Council with recommendations for action, as appropriate.*

During the City Council's Policy Prioritization Process meeting on March 5, 2019, the City Council identified a new City Priority related to the need for increased Childcare and Early Education opportunities for San José families. The San José Public Library and Parks, Recreation and Neighborhood Services Department will have lead roles in working with partner City departments to explore solutions, including assessing underutilized facilities for potential licensed child care sites, encouraging new development of childcare spaces, and providing business development materials that promote childcare centers. This work will be reflected in the Fiscal Year 2019-2020 Workplan.

Early Education Action Item: *Develop quality standards for license-exempt early care and education programs, in partnership with City departments and community/government agencies, reflecting differences in program type and intent.*

On March 26, 2019, City Council adopted the Early Learning Quality Standards, as recommended by staff and a cross-sectional team of expert stakeholders.[2] The Early Education Quality Standards (EEQS) are designed to serve as an internal continuous quality improvement tool to support the City's Early Education programming across all departments by defining standards and identifying strategies that improve the quality offered through City programs.

Early Education Action Item: *Assess and align programs with the quality standards for their type of program; collect data on performance and report out annually through the Library and Early Education Commission, through the appropriate City Council Committee, and to the full City Council.*

To implement the EEQS, City staff have developed the following initial approaches, which aim to transform our highest impact programs (storytime and recreational preschool) and expand quality through the provision of training and support to informal care providers and "family, friend, and neighbor" caregivers:

- Storytimes: Once the EEQS were adopted by the City Council, library staff created and adopted a professional development training plan which identified curricula based on EEQS, early childhood development, and health and safety certifications for implementation within

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[2] The City Council memorandum entitled "Report on Quality Standards for Early Education Programming," is available at: https://sanjose.legistar.com/View.ashx?M=F&ID=7099788&GUID=C2449CC8-8201-4B33-82FC-F28F7F119EF9

in all Library storytime programs serving more than 28,400 children from infancy to five years old annually.

- <u>San José Recreation Preschool</u>: The San José Recreation Preschool serves more than 700 children ages three to five at 12 community centers and in 25 classrooms, during the months of September through May each year. Implementation of the EEQS with quality assessments will initially take place at six sites in Fiscal Year 2019-2020.

- <u>Wee Connect! and Stay & Play</u> is a pilot project in partnership with the California State Library's Early Learning for Families Initiative. The project goal is to reach the growing population of informal or family, friend, and neighbor caregivers, with a special focus on supporting informal providers such as grandparents, aunts, uncles, siblings, nannies, neighbors, and friends, and connect them to library/community resources and support, thereby helping to ensure that the infants, toddlers, and preschoolers in their care are on track for success in school and in life. Based on San Jose Public Library's storytime survey data, it is estimated that 28 percent of all storytime adult attendees are family, friend, and neighbor caregivers.[3]

- <u>Workforce Development and Training</u>. The ability to implement a program quality system is dependent on being able to cultivate and support a trained workforce who may then implement the quality standards and complete the ongoing needs assessments. On March 19, 2019, the City Council approved the Mayor's 2019 March Budget Message, which included direction to "allocate up to $250,000 to the Library Department to evaluate, design, and launch a child care provider training program, utilizing our prior experience and current best practices; and should the Governor's $490 million budget proposal obtain legislative approval, apply for funding for childcare provider training, focusing on at-home, license-exempt providers." Professional Development Workshops in partnership with the Center for Excellence in Child Development, UC Davis Extension, will be held throughout Fiscal Year 2019-2020 to support the development of caregiving.

Learning by Grade Level Proficiency – Expanding Education Beyond the School Day

The issue of grade-level proficiency impacts San José students across all neighborhoods and has been proven to be one of the leading indicators of later academic success in students of all demographics. Currently, San José is home to a variety of afterschool and summer program opportunities which are offered by City Departments, school districts, non-profit and community-based organizations, clubs, and private providers. These programs, while individually impactful, have historically been working independently and without coordination. The San José Public Library has taken on the role of connector and facilitator, building a community of program providers, and increasing program effectiveness through collaboration and networking. These expanded learning programs for young people serve many critical

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[3] See Attachment A – Wee Connect!

functions for our city: bolstering skills needed for academic success, supporting workforce development, keeping our youth safe, and increasing civic engagement.

Learning by Grade Level Action Item: *Implement San José Learns 2.0 grant award process and school site programs.*

San José Learns (SJ Learns) is a City-directed, City-funded grant, available to school districts, which aims to bolster academic achievement by expanding promising and innovative out of school programs for San José students in transitional kindergarten through third grade. Programs eligible for grant funds must serve the students most at-risk of not reaching proficiency in English-Language Arts and/or Math by the end of third grade. SJ Learns is intended to provide school districts with resources that leverage their own out of school time budget as well as that of any provider(s) it selects to ensure learning outcomes and increase the number of at-risk children who attend high-quality out of school programs. The SJ Learns Advisory Committee developed a Theory of Change, finalized in December 2018, which then guided the development of the $2.5-million-dollar grant opportunity that was released in January 2019 and in selecting the 2019-2021 grant award recipients. Four districts were selected with a capacity of 1,704 youth who range in education level from transitional kindergarten to third grade. A report on program outcomes will be finalized within the 2019-2020 Workplan.[4]

Learning by Grade Level Action Item: *Build on the community of practice specifically for SJ Learns grantees to establish and convene a citywide expanded learning collaborative network.*

As part of the goal to build an expanded learning collaborative throughout San José with a strong focus on quality programs, SJ Learns partnered with The Shortino Foundation to co-convene an Out-of-School (OST) Community of Practice. As one of the other local funders and convener of OST programs, merging our Communities of Practice will enable a stronger, more connected San José. Together, we will develop a unified group of San José funders, program partner organizations and school districts.[4]

Learning by Grade Level Action Item: *Develop and adopt transparent quality standards, assessment, and reporting expectations for City-operated programs in partnership with school districts.*

On May 7, 2019, the City Council adopted the California Afterschool Network Quality Standards for all City-sponsored programs serving children and teens during times when they are not in formal academic environments, known as Expanded Learning. Implementation plans for the California Afterschool Network Quality Standards are embedded in the Education & Digital Literacy Strategy Workplan for 2019-2020.[5]

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[4] See Attachment B – SJ Learns
[5] The City Council memorandum entitled "Report on Citywide Expanded Learning Programs" is available at:
https://sanjose.legistar.com/View.ashx?M=F&ID=7180135&GUID=4685FD54-D656-4273-AE93-59FD1841109E

Learning by Grade Level Action Item: *Implement a pilot technology platform for coordinating and increasing access to quality expanded learning opportunities for youth across the citywide network.*

In June 2018, SJPL and Santa Clara County Office of Education partnered to bring the pilot technology platform InPlay to San José to coordinate and increase access to quality expanded learning opportunities for youth and their families across the city. InPlay is a nonprofit organization founded to help all kids participate in out-of-school programs to ignite their interests and talents. InPlay's partnership aims to coordinate and increase access to quality expanded learning opportunities for youth across the citywide network.

In the 2018 inaugural summer season, InPlay listed 178 local providers on the platform, indexing 2,795 programs totaling in 5,345 summer sessions. Forty-one percent or 2,178 of the 2018 summer sessions indexed were comprised of government programs. As the platform develops, new providers have and will continue to be added to the San José Activity Guide. In 2019, InPlay reported a 54 percent increase to 275 local providers over 2018. The platform had 1,891 unique website visitors in 2018; the 2019 goal is 10,000 unique website visitors.

Learning by Grade Level Action Item: *Identify systemic solutions for data sharing and collaboration.*

The Santa Clara County Office of Education maintains the DataZone, a comprehensive warehouse of student education data. The DataZone allows the Santa Clara County Office of Education and each participating school district to aggregate a variety of student outcomes. Three youth-focused City programs (SJ Works, Mayor's Gang Prevention Task Force, and SJ Learns) have been working with the Santa Clara County Office of Education to develop a process for appropriately extracting educational data from DataZone to understand how City-sponsored programs may impact students' educational outcomes. City staff are currently developing an intermediate data-sharing tool in partnership with the Santa Clara County Office of Education, as well as creation of a data dashboard for the Education & Digital Literacy Strategy programs. This work will be reflected in the Fiscal Year 2019-2020 Workplan.

Pathways to Post-Academic Success – Graduating Ready for College and Career

Every student should be able to choose a meaningful path upon graduating from high school, whether it be attending a community college or four-year university, launching a small business, or developing valuable trade skills. Specific actions include connecting potentially at-risk youth with quality programs earlier in their school careers so that graduation and future success becomes an expectation.

Pathways for Post-Academic Success Action Items: *Implement an online platform that facilitates the development and sharing of college and career readiness and identity development.*

During the first year of implementation, the Library experimented with two potential online platforms that provide different opportunities for youth engagement and capacity development toward post-secondary success:

- San José Engage (SJ Engage) is a Library program sponsored by the Silicon Valley Community Foundation which seeks to inspire social action and local civic engagement.[6] SJ Engage empowers local youth, ages 13-24, to connect with their local government leaders and community partners and equips them with digital and information literacy skills to speak out about issues that matter to them. The San José Public Library partnered with the company LRNG to create a resource rich environment that combines digital and local learning experiences that directly affect the youth and their communities and result in unlocking real-world opportunities, such as internships and a chance to connect with government leaders. Since launching on August 13, 2018, the following has been achieved:
  - 310 youth have been participating across San José (75 percent from the 95111 zip code which includes East Side Union's Andrew Hill High school);
  - Partnered with more than 20 local non-profit organizations, community, and government leaders, such as SIREN, HomeFirst, LGBTQ Youth Space, and Donor Network West to provide real-world opportunities for SJ Engage participants;
  - Embedded staff in a classroom as part of Andrew Hill's Social Justice Academy;
  - Secured local and state level internships at the offices of Councilmember Peralez, Mayor Sam Liccardo, and Assemblymember Evan Low;
  - Provided opportunity for SJ Engage teen participants to tour around the Facebook Campus and discuss career opportunities in social media and civic engagement; and
  - District 10 City Councilmember Johnny Khamis hosted a teen discussion on local civic issues inspired by SJ Engage curriculum and participation.

- San José Aspires (SJ Aspires) provides San José's students with the skills and knowledge needed to achieve their academic or career ambitions by providing an online college and career curriculum to students; incentivizing students to complete the curriculum by awarding micro-scholarships based on the units each student completes; offering students access to professional advisors as well as connecting them to peers who are dealing with similar decisions regarding life after high school, and providing professional feedback on job documents such as résumés and cover letters. The San José Public Library has partnered with Students Rising Above to provide access to an online platform which is free to high school students in San José and complements and expands the reach of existing, city-wide College and Career Readiness programs for high school students. This online platform:
  - Informs students about different career fields, including those which do not require a Bachelor's degree or higher;
  - Provides access to learning modules that are organized into units which include transitioning from high school, two-year colleges, four-year colleges, financial aid, career readiness and life skills;

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[6] Attachment C – SJ Engage

- o Contains learning modules which assist in the creation of work documents (résumés and cover letters) to better improve students' chances of earning an internship or job, and
- o Tracks students' progress toward and encourages module completion and rewards students who complete learning modules with micro-scholarships that may be applied to any two- or four-year college or university.

On April 2, 2019, SJ Aspires curriculum went live. Currently, a group of approximately 50 graduating Seniors at Overfelt High School are progressing through the curriculum with instructional support provided by the school's Destination College Advising Corp staff members. Additional students will be enrolled from JUMA Ventures, San José Public Library's Teens, and the National Center for Youth Law.[7]

Pathways for Post-Academic Success Action Items: *Create closer collaboration with work2future and San José Works by developing data sharing and program referrals between programs and Departments.*

The San José Works (SJ Works) Youth Jobs Initiative began in 2015-2016 as directed in the Mayor's 2015 March Budget Message and approved by City Council. SJWorks Youth Jobs Initiative is a partnership between work2future and the Mayor's Gang Prevention Task Force operated by the Parks, Recreation and Neighborhood Services Department. In the 2018-2019 Adopted Operating Budget, this program received ongoing funding in the amount $1.5 million for SJ Works to provide 1,000 youth with employment opportunities. This funding enabled 375 youth (ages 14-24) to be placed by work2future and the Mayor's Gang Prevention Taskforce into subsidized employment opportunities and 625 youth (ages 16-29) to be placed into unsubsidized opportunities with private employers. Youth received employment opportunities at the City of San José libraries, community centers, parks, non-profit organizations including Catholic Charities, Firehouse, San Jose Job Corps, and the Boys and Girls Club. Work2future has secured opportunities for youth at Intrepid systems, Bentek, Nextflex, Naptrotek, Intel, ActionSpot, CreaTV, El Camino Hospital and The Health Trust.

Pathways for Post-Academic Success Action Items: *Coordinate the development of San José Promise with the County Office of Education, School Districts, philanthropic partners, and develop a medium-term strategic plan that develops the City's role in San José Promise and identifies options to develop a micro-scholarship program.[8]*

In Fiscal Year 2018-2019, the Library and San José Public Library Foundation, with funding from the Sobrato Foundation, issued a Request for Proposals for consultant services to explore the development of partnerships between local college and university networks that would expand opportunities for San José youth to matriculate from high school to junior college and/or to four-year universities. The Foundation entered into contract with WestEd in September 2019; the majority of work will be reflected in the Fiscal Year 2019-2020 workplan.

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[7] See Attachment D – SJ Aspires
[8] Microscholarships are currently being piloted within the SJ Aspires program detailed on p.7.

Digital Inclusion and Literacy

In January 2019, the City Council approved the donor-advised governance structure for the San José Digital Inclusion Fund, a partnership between the City and the California Emerging Technology Foundation. This fund would provide for a more structured, data-driven, streamlined approach to accelerate the deployment of adoption of broadband and digital literacy services. The Library will provide guidance for the digital literacy metrics and educational outcomes to further define key results for which the community-based organizations will be held accountable for their performance and grant payments.

Digital Literacy Action Item: *Increase the number of digital devices available to residents through City departments.*

In alignment with the goals of the Education and Digital Literacy Strategy, City staff initiated pilot efforts that focus on the essential function of promoting digital access and literacy, particularly in service to youth and communities that experience barriers to access and inclusion. In FY 2018-2019, these pilot activities included:

- Tech for Good Pilot. In September 2018, the City Manager's Smart City team tasked the Parks, Recreation and Neighborhood Services Department with delivering the AT&T Tech for Good Pilot, one of the three equity projects of the Smart City Roadmap. A key community benefit to the AT&T 5G contract is the deployment of at least 100 digital devices in neighborhoods where young people and older adults experience digital inequities. Planning has been underway with implementation to occur within the Fiscal Year 2019-20 Workplan.

- Mt. Pleasant Digital Device Pilot. The City seeks to promote digital access and literacy, particularly in service to youth and communities that experience barriers to access and inclusion, by increasing the number of digital devices available for community use. The Mt. Pleasant Neighborhood Branch is the first San José Public Library location to have a laptop check-out machine with twelve laptops. Anyone with a valid library card may check out a laptop and use it within the library for a period of two hours. Library customers have free access to Wi-Fi and the full suite of Microsoft Office products. Potential expansion will be considered in fiscal year 2019-2020.

Digital Literacy Action Item: *Continue implementing and expanding the City's Coding 5k Challenge, with a goal of serving 5,000 unduplicated students annually by 2020.*

The Coding 5K Challenge seeks to increase access to coding focused programs and deepen the quality of the programming through the use of assessment tools and expert volunteers. Our goal is to increase our coding capacity to serve 5,000 unduplicated students by the year 2020. Since its launch in February 2018, the program has grown exponentially, and, as of February 2019, has already exceeded the cumulative 5,000 goal with a total of 5,435 unduplicated students. In 2018-2019, a total of 5,005 unduplicated students were provided with instruction and experiences in

computer science, multiple coding languages, and robotics, achieving our 5,000 goal one year earlier than anticipated. The Coding 5K Challenge has also expanded in terms of program delivery model, including its first full day summer camps focused on coding, while also providing students with literacy activities, physical and art education, and healthy meals. These camps, held at two Library Branch locations, were led by certificate holding K-12 teachers and included guest speakers from local tech companies to get the students excited about science, technology, engineering, and math related careers.

In 2018-2019, the San José Public Library also partnered with the Moreland School District to provide Coding 5K training to Moreland School District volunteers. The volunteers were trained to teach Coding 5K curriculum to K-8 students through the district run afterschool program at all eight schools in Moreland School District. The San José Public Library provided support in choosing a curriculum, as well as training to District employees and volunteers. Through this exciting partnership, an additional 400 students participated in the Coding 5K Challenge. By fall 2019, all San José Public Library branch staff will be fully trained on Coding 5K programming.

Policy and Governance

In the Education and Digital Literacy Strategy, the City Council authorized the development of an Education Policy intended to:

- Establish the City's core values and perspective on education as a significant indicator of quality of life;
- Provide a framework for citywide governance and administration of this cross-departmental work;
- Guide the City's ongoing engagement with community and education stakeholders; and
- Ensure that rigorous evaluation and oversight is provided to ensure accountability for program quality and the expenditure of resources.

Since May 2018, the San José Public Library has conducted outreach to more than 60 organizations an interviews with key stakeholders. The programmatic focus and framework of the Education Policy was reviewed with the Neighborhood Services and Education Committee in November 2018 and feedback was incorporated, with an initial goal of returning to City Council in Spring 2019. However, since that time, significant City Council actions introduced related priorities in enhancing early care and education options and allocation of resources toward educational initiatives. As such, the Education Policy will also be written to address relevant items in areas of land use, transportation, infrastructure, and resource allocation, and return to City Council in Fall 2019.

Joint School/Library Card Initiative

The San José Public Library recently marked the one-year anniversary of the Juvenile Fines Free pilot program and has seen a positive response from the community, as well as an increase in

youth utilizing library resources, in print, online, and in the library. The next phase of this pilot will be to partner with school districts to provide students with a joint library and school ID card which would ensure thousands more students in San José will have access to the resources and services offered by the San José Public Library. In past years, youth fines have been identified by schools and parents as a barrier to the joint school/library card initiative. However, with the implementation of Juvenile Fines Free pilot program, the San José Public Library is currently developing partnerships with four school districts (Mt. Pleasant Elementary, Moreland, Union and San José Unified) for launch of universal library cards to more than 40,000 students in the 2019-2020 school year.

Fiscal Year 2019-2020 Work Plan

While significant progress has been made in the first year of implementing the Education and Digital Literacy Strategy action items, staff will focus on continued efforts to fully implement the programs described in this memorandum, move into assessment and evaluation, collect data, and initiate actions that had yet to be addressed.[9]

EVALUATION AND FOLLOW-UP

Evaluation and data-driven decision making are cornerstones of the Education and Digital Literacy Strategy. The City Council approved staff-recommended quality standards and evaluation tools for the Early Education and Expanded Learning areas, and staff from the San José Public Library and the Parks, Recreation and Neighborhood Services Department will next develop quality standards in the areas of Digital Literacy and College and Career Readiness. Each set of proposed standards will be reviewed with the Neighborhood Services and Education Committee and recommended for adoption by the City Council. Implementation of the Education and Digital Literacy Strategy Work Plan, including quality standards in each area, will be the subject of future reports to the Neighborhood Services and Education Committee. Regular assessments of programs according to quality standards will be the subject of annual reports to Neighborhood Services and Education Committee and City Council.

PUBLIC OUTREACH

This memorandum will be posted on the City's website for the June 13, 2019 Neighborhood Services and Education Committee meeting.

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[9] Attachment E – Fiscal Year 2019-2020 Work Plan reflects planned efforts by educational development area, action item, and program.

COORDINATION

This report has been coordinated with the Library and Early Education Commission and Parks Recreation and Neighborhood Services Department.

COMMISSION RECOMMENDATION/INPUT

The Library & Early Education Commission has reviewed updates to various pilots as part of the Education and Digital Literacy Initiative. The Commission recommends their approval to the Neighborhood Services & Education Committee and City Council.

CEQA

Not a Project: PP17-008 - General Procedure & Policy Making resulting in no changes to the physical environment.

/s/
JILL BOURNE
Director, Library Department

For questions, please contact Vidya Kilambi, Division Manager (Library), at (408) 808-2151 or Andrea Flores Shelton, Division Manager (PRNS), at (408) 535-3571.

ATTACHMENTS

Attachment A: Wee Connect
Attachment B: SJ Learns
Attachment C: SJ Engage
Attachment D: SJ Aspires
Attachment E: Education and Digital Literacy Strategy Fiscal Year 2019-2020 Work Plan